

# The News-Scimitar

## Classified Section

### KAPPER REVEALS FAULTS OF OUR MARKETING PLAN

Kansas Senator Talks of  
Waste Now Permitted and  
Causes of Shortage in Some  
Sections.

BY ARTHUR KAPPER.  
(United States Senator from Kansas.  
Written especially for the Inter-  
national News Service.)

WASHINGTON, Dec. 27.—Some-  
thing is radically wrong with a na-  
tional system of distribution which  
permits of absolute waste of food  
products in one section of the coun-  
try, while other sections there ex-  
ists good demand. That condition  
occurs frequently in the United  
States. In the fruit-producing sec-  
tions of Michigan and New York,  
press reports declare that large quan-  
tities of fruit rotted and was wasted  
because there was no market for it.  
At the same time high prices are  
valued for fruit in the Midwest, where  
the crop was cut short by late spring  
frosts. Producers in New York and  
Michigan, the reports state, did not  
obtain profitable prices for the fruit  
because of the fact that other sections  
of the country were anxious to buy.  
Probably inadequate transportation  
facilities and shortage of labor were  
factors in this condition. Under  
any rate the system of distribution  
failed to function to the profit either  
of the producer or the consumer.

### How Dollar Is Divided.

There is an enormous spread be-  
tween the price and producer obtains  
for the product, and the price the  
consumer pays for them. This spread  
occurs in the marketing and distribu-  
tion of those products. The Califor-  
nia Fruit Growers' exchange made  
an investigation to determine how the  
consumer's dollar was divided.  
Thirty representative markets were  
included, and 5,485 reports were ob-  
tained. The results showed that the  
dollar was divided into three parts:  
the consumer's dollar spent in buying  
citrus fruit in 1914, are:

Retail distribution cost (gross),  
23.3 per cent; jobbers' distribution  
cost (gross), 4.2 per cent; growers'  
selling cost, 1.5 per cent; freight and  
refrigeration cost, 20.5 per cent; pack-  
ing houses cost, 7.4 per cent; cost of  
packing and hauling to packing houses,  
2.4 per cent; proportion retained for  
fruit on the tree, 26.7 per cent.

These figures are supplied by G.  
Harold Powell, general manager of the  
California Fruit Growers' exchange,  
Los Angeles. They show that the re-  
tailer gets 33.3 per cent and the con-  
sumer's 26.7 per cent of the consumer's  
dollar. The cost of jobbing and  
retailing is 41.5 per cent. In the ex-  
treme, the jobber's margin was 10  
per cent, and in another town 22 per  
cent, showing a wide variation. The  
retailer's margin ran from 20 to 75  
per cent.

Herbert Hoover recently made this  
statement: "The margins between our  
farmers and the wholesalers in com-  
modities—other than grain—are in  
some instances—even in normal times  
are the highest in any civilized coun-  
try—fully 25 per cent higher than in  
most European countries."

### Where Farmer Loses.

Mr. Hoover also said:  
"Analysis of the character of the mar-  
gins between the farmer and the  
wholesaler will show that decreases  
in price find immediate reflection on  
the farmer, while immediate in-  
creases in price are absorbed by the  
wholesaler and the farmer gets but a  
lagging increase."

Prices of hogs obtained by farm-  
ers, prices paid by the consumer and  
the margin between the farmer and  
the wholesaler are shown in the  
government statistics for 1914, 1919  
and 1920, indicate an enormous loss  
to both the producer and the con-  
sumer—the one in the low price paid  
to the farmer and the other in the ex-  
cessive price paid. These figures are:

Price of hogs in principal states per  
100 pounds: 1914, \$7.45; 1919,  
\$14.27; 1920, \$15.27. The margin be-  
tween the farmer and the consumer  
for hogs for 1914, \$18.97; 1919, \$37.23;  
1920, \$37.71. Margin between the  
farmer and the consumer, 1914, \$1.62;  
1919, \$2.24; 1920, \$2.24.

While the farmer has gained about  
\$7.82 in price the margin has in-  
creased by \$10.82 to the consumer.  
The consumer has paid 30 cents more  
while the farmer got 30 cents less  
during the last year.

### Faulty Transportation.

Inadequate transportation facilities  
add to the costliness of the distribu-  
tion system. In the face of a crop  
shortage the producer can not move  
his products readily, and often is  
forced to sell on a glutted market at  
low prices. The consumer, on the other  
hand, is forced to pay an exorbi-  
tantly high price for his foodstuffs due  
to a lack of equipment to bring the  
commodities to market. An investiga-  
tion made by the United States  
Food Administration showed that in  
the case of potatoes the margin be-  
tween the producer and the consumer  
broadened 100 per cent in periods of  
crop shortage.

Thousands of numbers of persons are  
engaged in the final processes of dis-  
tribution, increasing the cost. One  
city has one meat retailer for every  
400 inhabitants. It has been care-  
fully estimated that one retailer could  
adequately serve every 1,200 persons.  
The result of such a condition is that  
the retailers operate on a high mar-  
gin and that only a small income is  
obtained by any of them.

Thus it is evident that our waste-  
ful system of distribution is an un-  
fair tax on both the producer and  
the consumer. This can be reduced.  
It will be possible to place a larger  
part of the consumer's dollar in the  
hands of the farmer and at the same  
time supply food to the cities at a  
lower cost.

### HOMESPUN SUIT FOR HARDING BEING MADE

BOSTON, Mass., Dec. 27.—The  
homespun suit for Vice-President  
elect Coolidge during the In-  
ternational campaign is to be matched  
by a suit of homespun for President-  
elect Harding. The fabric is being  
woven on a loom 165 years old by  
Mrs. Laura A. Jackson, of this city,  
on whose farms, in Bethel, Vt., the  
wool was clipped from native sheep.  
Mrs. Jackson, notwithstanding ad-  
vanced years, put the wool through  
every process necessary for its con-  
version into cloth. When finished the  
fabric will be a heather color in a  
subdued shade.

Read News-Scimitar Wants

### FOR AFTERNOON

Large hat of gray 'batter' plush  
with band of jet and steel around  
crown.

The afternoon gown of black satin  
and gray silver brocade has a nar-  
row belt of rose moire ribbon and  
rolling collar, ending in soft bow of  
satin ribbon. Both hat and gown  
are by Joseph.

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### SALE OF COLLATERAL.

Notice is hereby given that under  
the powers contained in note of H. A.  
Decker, dated January 1, 1920, payable  
to the order of the undersigned, in the  
sum of five thousand (\$5,000.00) dollars,  
there being a balance unpaid and past  
due thereon, undersigned, will, at  
12 o'clock noon, on

FRIDAY, DECEMBER 31, 1920,  
in front of Shelby Washington, at the  
southeast corner of Fourth and  
Washington streets, in Memphis, Ten-  
nessee, offer and sell the highest  
bidder for cash, for the satisfaction of  
said unpaid balance, the following de-  
scribed personal property, now stored  
by the undersigned in said Wash-  
ington garage:

One (1) Ranger truck and trailer, fac-  
tory rigging No. 204, said truck being  
Motor No. 70877 N. and said trailer  
No. 1215, both owned by H. A. Decker.

The proceeds of said sale will be ap-  
plied as in said notes provided.

Dec. 27, 1920.

BANK OF COMMERCE & TRUST CO.,  
By L. A. THORNTON, Cashier.  
McKELLAR, KYSER & ATTORNEYS.

TRUSTEE'S SALE.

Under and by virtue of the powers  
vested in the undersigned trustee, by a  
certain trust deed dated December  
15, 1919, executed by A. M. Speer and  
wife, Annie G. Speer, and recorded in  
the office of the register of Shelby  
county, Tennessee, at page 483, default having been made in  
the payment of the indebtedness ac-  
crued by said trust deed, being the  
request of the holder thereof, I will, at  
noon,

SATURDAY, JANUARY 15, 1921,  
at the southwest door of the Shelby  
county courthouse, Adams avenue, ex-  
posed to the public, for sale, the highest  
bidder for cash, the real estate de-  
scribed in said trust deed, being the  
city of Memphis, Shelby county, Ten-  
nessee, described as follows, to-wit:

Dec. 102 of the Pope Co.'s sub-  
division according to the plan of said  
subdivision of record in the register's  
office of Shelby county, Tennessee, in  
plat book 3, page 144, to which refer-  
ence is here made, beginning at the  
southwest corner of the intersection of  
Vesey avenue; thence east with Vesey  
avenue 60 feet; thence south 150 feet  
to the north line of said alley; thence  
west along the north line of said alley  
60 feet to Kyle street; thence north  
along Kyle street 150 feet, more or  
less, to the point of beginning, and  
being the same property described in  
the warranty deed of date September  
1917, from M. W. Swindler, of record  
in said register's office in book 475,  
page 124, to which reference is also  
made.

Said trust deed waives equity of re-  
demption, and the holder of the same  
and the title to said land is believed to be  
good, but the undersigned will sell and  
convey as is.

A. H. MURRAY, Trustee.

NOTICE.

STND your hats by parcel post to be  
cleaned and blocked. Adcock's Hat-  
ting, 41 South Second, Memphis, Tenn.

WEAR HANAN SHOES. Finest on  
earth. H. E. Shoe Co.

LOST AND FOUND.

LOST—Bunch of keys. Three door  
keys, 1 trunk key, one dressing table  
key, one chiffonier key, one hat  
key, one wardrobe key, one ice box  
key, one shoe button, one Coca-Cola  
opener, one button, one key, one  
Madison or on Second between Monroe  
and Beale. Please return to 303 Turley  
avenue. Call Main 411.

LOST—Small blue enamel watch; "W.  
C. Graves & Bro." stamped across face;  
gold fob; chain attached; reward,  
\$25.00. Call Main 411.

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### AUTOMOBILES.

AUTOS FOR SALE.

USED FORD COUPE.

Looks and runs like new. Really,  
this is a bargain.

SEE ME AT ONCE.

ROBT. G. CHAMBERS.

Phone Hem. 5701. 963 Union Ave.

USED FORD COUPE.

Looks and runs like new. Really,  
this is a bargain.

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